

Fashion Calendar 1947

JANUARY

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WEEK OF



FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

 HAPPY NEW YEAR
 MANY THANKS FOR YOUR HOLIDAY GREETINGS
 AND BEST WISHES FOR A VERY HAPPY 1948.
 THE EDITORS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, DECEMBER 26, 1947</u>			
Saturday Dec. 27 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW Presentation of fashions for teen-agers by Saks 34th Street. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR DEBUTEEN SHOP
Saturday Dec. 27 2:30 P.M.	"1948 WARDROBE REFRESHER FOR JUNIORS" Dresses, suits, skirts and blouses will be featured in "1948 Wardrobe Refresher For Juniors" by Abraham & Straus. Open to public. Publicity: Marje Fleming, TR. 5-7200.	ABRAHAM & STRAUS	JUNIOR SIZE CENTER 3RD FLOOR
<u>WEEK BEGINNING MONDAY, DECEMBER 29, 1947</u>			
Monday Dec. 29 12:00 Noon Luncheon	"ALL GIRLS' CLUB": BEST-DRESSED TEEN The outstanding "Teen Of The Year" in the entertainment world will be chosen by the audience at a special holiday network radio show conducted by Maggi McNellis and Herb Sheldon when they present "Luncheon At The Latin Quarter" with the Namm's "All Girls' Club" as guests. Open to public. For reservations, contact Latin Quarter, CI. 6-1737. Presentation at 2:00 P.M. Publicity: Rose Mendelson, TR. 5-5700, Ext. 76.	NAMM'S BROOKLYN	LATIN QUARTER 200 WEST 48TH ST.
Monday Dec. 29 3:00 P.M.	SHOWING OF NEW JUNIOR FASHIONS Fashions for juniors will be presented by Saks 34th in their Younger Set Shop. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR
Beginning Monday Dec. 29	OPENING OF SPRING JEWELRY COLLECTION Coro will present their new Spring jewelry collection. By appointment. Contact: Ann R. Silver Associates, MU. 7-8654.	CORO	47 WEST 34TH STREET SHOWROOM
Tuesday Dec. 30 10:00 A.M.	THIRD EXHIBIT OF "FASHIONS IN FABRICS" Educational program designed for ready-to-wear buyers, stylists, fashion coordinators, and press. Showing of Hansom Fabrics (Jacobson Fabrics) with various members of their designing staff at work on new designs, demonstrating what happens to their sketches after they leave the drawing boards, and showing actual silk screens. Exhibit on display for two weeks. By invitation. Contact: Kenneth R. William, LO. 5-2626.	ARKAY JR.; MARGOT DRESSES; JUNIOR FORMALS	498 SEVENTH AVENUE MARGOT SHOWROOM
Jan. 1	NEW YEAR'S DAY (Thursday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 2 2:30 P.M.	PREVIEW OF ROMANTIC SPRING FASHIONS Showing of romantic fashions for Spring, including hats, suits, daytime and evening dresses. Open to public. Contact: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Monday Jan. 5 2:30 P.M.	PRESS SHOWING OF SPRING MILLINERY Preview of new Spring millinery by Brandt of Stein and Blaine. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BRANDT OF STEIN & BLAINE	13 WEST 57TH STREET
Monday Jan. 5 4:00 P.M.	PRESS PREVIEW: NEW BRIDAL COLLECTION Jay Thorpe will present their new custom bridal collection. Attendance by invitation only. Publicity: Audrey Davis, CI. 7-4300.	JAY THORPE	6TH FLOOR BRIDAL DEPARTMENT
Week Of Jan. 5	WARM WEATHER OPENINGS GUILD SHOE LINES Two groups of footwear will be featured at this opening: (1) Re-orders of Spring purchasing and a balancing of inventory for the peak Spring buying period; (2) Warm Weather styles for town, afternoon, cocktail, dinner and evening wear designed to "go with" the new in apparel. Contact: Kate Goldstein Kamen, Exec. Secy., 875 Fifth Ave., RE. 4-4888.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Tuesday Jan. 6 11:00 A.M.	PRESS PREVIEW: ADVANCE SPRING MILLINERY Florence Reichman will present her advance Spring millinery collection to the press, with showing followed by buffet luncheon. Attendance by invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Tuesday Jan. 6 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING HATS Mme. Pauline will present a preview for the press of her newest collection of Spring hats during cocktails. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	MME. PAULINE	6 EAST 53RD STREET SHOWROOM
Tuesday Jan. 6 4:45 P.M. Cocktails	"OVER THE RAINBOW" SPRING SHOWING Mayflower (misses), Amerisport (half sizes), and Nan Scott (juniors) will present their new Spring lines in "Over the Rainbow", a showing for press and buyers. Attendance by invitation only. Publicity: Bea Baris of Jack Berman Co., LE. 2-8879.	MAYFLOWER, AMERISPORT, NAN SCOTT	ROCKEFELLER CENTER RAINBOW ROOM
Tuesday Jan. 6 5:00 P.M. and 8:30 P.M.	FIRST BOYS' WEAR INDUSTRY SHOWING "A Boy And His Clothes" or "Dress for the Occasion", with two performances--the first at a cocktail party for the press and buyers, with showing at 6:00 P.M.; the second for buyers and manufacturers at 8:30 P.M. A fashion presentation of Boys' Wear, from his underwear to his knitted cap, showing the right clothes for boys from age 3 to 18 for every occasion and every season. Fashion Commentator: Edyth Thornton McLeod. Attendance by invitation. Production-promotion: Billie Gould, RH. 4-4854.	BOYS' APPAREL BUYERS' ASSN.	HOTEL ASTOR BELVEDERE ROOM
Wednesday Jan. 7 9:30 A.M. Breakfast	SPRING MILLINERY FOR PRESS AND TRADE Spring millinery collection by Mary Goodfellow for press and trade. By invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	MARY GOODFELLOW	SHERRY-NETHERLANDS VANITY FAIR ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 7 12:00 Noon Luncheon	FABRICS AND FASHIONS AT LUNCHEON SHOWING Presentation of Spring costumes created by leading designers in John Walther fabrics during a luncheon showing. Press and trade by invitation only. Publicity: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE
Wednesday Jan. 7 12:30 P.M. Luncheon	PRESS PREVIEW OF SPRING HOSIERY Gotham will present their new Spring hosiery to the press during luncheon. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday Jan. 7 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON Spring and Summer millinery will be shown by Mago Hayes during luncheon. Nylosette by American Silk Mills; Guerlain Cosmetics; Hair - Victor Vito; Make-up - Mona Manet. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Mago Hayes, CO. 5-3733. Hotel Pierre Fashion Publicity: Rosamond Hanscom, RE. 4-5900.	MAGO HAYES (724 FIFTH AVE.)	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 7 2:00 P.M.- 4:00 P.M.	"FROM CASABLANCA TO CALCUTTA" EXHIBITION Press preview of the arts of North Africa, the Near and Middle East, with modern derivations in fabrics especially designed and based on Near Eastern museum sources. This trend-setting exhibition of fabrics and fashion is being presented by the Costume Institute at the Metropolitan Museum of Art. Attendance by invitation only. Open to public on Friday, Jan. 9. Publicity: Lillian Green, RH. 4-7690.	COSTUME INSTITUTE: METROP'N MUSEUM OF ART	5TH AVE. & 82ND ST. (83RD ST. ENTRANCE)
Wednesday Jan. 7 4:00 P.M. Cocktails	PRESS SHOWING OF NEW MILLINERY Laddie Northridge preview of his new Spring and Summer millinery. Attendance strictly by invitation. Publ.: Elizabeth Maher Assoc., EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday Jan. 7 5:00 P.M.- 7:30 P.M.	"WOOL LEADS A DOUBLE LIFE" Given in conjunction with Universal Pictures, producers of the Ronald Colman-Signe Hasso film "Double Life", and McCall's Pattern Division, will consist of 19 garments in wool, an ensemble show ranging from sportswear to evening wear. For press, trade, buyers from participating stores, and key personnel from participating mills. By invitation. Publicity: Muriel Patchen, PL. 5-1861.	INTERNATIONAL WOOL SECRETARIAT	201 EAST 57TH ST. SALON
Wednesday Jan. 7 7:00 P.M. Dinner	"THE NEW LOOK IN DAYTIME FASHIONS" Annual fashion show stressing the important labels in this field, and "The New Look in Daytime Fashions." Chairman: Bernard Poley. Fashion director: Bonnie Donahue. By invitation only. Contact: Rudi Lazarus, LA. 4-5550.	NATIONAL ASSN. OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Thursday Jan. 8 10:00 A.M. Breakfast	PRESS PREVIEW: SPRING AND SUMMER MILLINERY Press showing of Sally Victor's new millinery for Spring and Summer, originally scheduled for Jan. 13. (Showing for out-of-town press on Saturday, Jan. 17.) Attendance by invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 8 12:00 Noon Luncheon	PRESS LUNCHEON AND MOVIE PREVIEW The Textile Resin Dept. of American Cyanamid Co. will present "It's All In The Finish", a sound-color film about the new textile finishes and how they affect a typical family. Luncheon at 12:00 Noon, to be followed by the film. By invitation only. Publicity: Stephanie Frey, MU. 5-0863.	AMERICAN CYANAMID CO. TEXTILE RESIN DEPT.	MONTE CARLO PREVIEW ROOM
Thursday Jan. 8 3:00 P.M.	PRESS PREVIEW; SPRING CUSTOM COLLECTION Mildred O'Quinn will present her Spring collection to the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MILDRED O'QUINN	18 EAST 57TH STREET SALON
Thursday Jan. 8 4:00 P.M. Cocktails	PREVIEW; ANNUAL COTTON COLLECTION Jerry Parnis will present a preview of her annual cotton collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM
Thursday Jan. 8 4:00 P.M. Cocktails	PRESS SHOWING; SPRING AND SUMMER HATS Braagaard will present his new collection of Spring and Summer hats to the press during cocktails. By invitation only. Contact: Burton M. Pell, PL. 3-0353.	BRAAGAARD	17 WEST 57TH STREET SALON
Thursday Jan. 8 4:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF "THE MAGIC OF PEARLS" La Tausca will present their Spring collection featuring "The Magic of Pearls". Showing at 5:30 P.M. Fashion Coordinator: Lucille Hudiberg. By invitation only. La Tausca Publicity: Ruth Lerner, MU. 3-2485.	HELLER-DELTAH INC.	RIVERSIDE MUSEUM 310 RIVERSIDE DRIVE
Week Of Jan. 12	TENTH NATIONAL PRESS WEEK Fashion editors from leading newspapers of the U.S. and Canada will view couture collections daily. During the following week, Jan. 19, market week for the Popular Priced Dress Mfrs. Group will be introduced for the first time, and the out-of-town press will extend their visit in order to report on Spring and Summer budget clothes. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK CITY
Monday Jan. 12 11:00 A.M.	SHOWING FOR OUT- OF-TOWN EDITOR Fashion show by Eta for visiting press at 11:00 A.M. at Hotel Pierre, to be followed by luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	ETA	HOTEL PIERRE COTILLION ROOM
Monday Jan. 12 3:30 P.M.	PREVIEW OF SPRING MILLINERY FASHIONS Showing of Spring hats by Lenesta at 3:30 P.M., to be followed by cocktails. By invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	LENESTA	SALON
Monday Jan. 12 4:15 P.M.- 7:00 P.M.	ACCESSORIES SHOW FOR THE PRESS Semi-annual accessories showing by Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs--for local and out-of-town press at cocktail party. Showing promptly at 5:00 P.M. Attendance strictly by invitation. Publicity: Ann R. Silver Associates, MU. 7-8654.	ARIS; CORO; CRITERION; GLENTEX	WALDORF-ASTORIA JADE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 12 7:00 P.M. Dinner	"THE FASHION FAIR-- SPRING PROLOGUE" Exhibitors who have signed for the 2nd edition of The Fashion Fair (scheduled for Madison Sq. Garden, June 7-July 13) will show Spring fashions. Producer: Leon Leonidoff, Radio City Music Hall. Attendance by invitation. Contact: Tauni de Lesseps or Jean Graham, PL. 3-1740, Room 208.	LEADER ENTERPRISES, INC.	WALDORF-ASTORIA GRAND BALLROOM
Monday Jan. 12 8:00 P.M.	FASHION SHOW FOR VISITING PRESS Maurice Rentner will present his new Spring and Summer fashions to the out-of-town press. By invitation only. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE 16TH FLOOR
Monday Jan. 12- Jan. 16	THIRTY-SEVENTH ANNUAL CONVENTION Theme of convention: "Stabilizing For Prosperity". Over 6,000 retailers are expected to attend the session from all over the U.S. and several foreign countries. Publicity: Charles E. Harner, CH. 4-8780.	NATIONAL RETAIL, DRY GOODS ASSOC.	HOTEL PENNSYLVANNIA
Monday Jan. 12- Jan. 15	20TH ANNUAL CAMP INSTRUCTIONAL COURSE Corsetieres, fitters, buyers, dealers and personnel of department stores handling Camp Garments may enroll for the 20th annual session. Registrations close Dec. 29. Tuition free. Contact: Educational Dept., S. H. Camp Co., Jackson, Mich. Publicity: Frank H. Kaufman, CH. 4-5798.	S. H. CAMP COMPANY (200 MADISON AVENUE)	HOTEL COMMODORE
Tuesday Jan. 13 8:00 A.M. Breakfast	NEW ACCESSORIES AT PRESS BREAKFAST New accessories for Spring and Summer will be shown to the out-of-town and local fashion press during breakfast. Attendance strictly by invitation. Publicity: Dora Miller, International Fashions, LO. 3-4285.	NAT'L WOMEN'S NECKWEAR AND SCARF ASS'N., INC.	LONGCHAMPS B'WAY & 41ST STREET
Tuesday Jan. 13 9:00 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA, with fashion, merchandising, and business experts. Speakers will be announced later. Virginia Pope, fashion editor of the N.Y. Times, will direct the clinic. Attendance by invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA JADE ROOM
Tuesday Jan. 13 9:30 A.M. Breakfast	LINGERIE SHOWING AT RANCH BREAKFAST An all Nylon showing of Spring and Summer lingerie at a Texas Ranch Breakfast, at the Waldorf. Attendance by invitation. Contact: Leonie A. McLaughlin, WA. 9-8643.	JOHN W. HENSON & SONS GREENVILLE, TEXAS	WALDORF-ASTORIA WEDGWOOD ROOM
Tuesday Jan. 13 12:00 Noon Luncheon	SPRING SHOWING FOR VISITING EDITORS Spring and Summer collection of Varden Petites and Casuals, will be shown to out-of-town fashion press, followed by luncheon. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison Inc., MU. 3-1267.	VARDEN DRESS INC.	530 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 13 2:30 P.M. and 5:30 P.M.	PRESS PREVIEW OF MILLINERY FASHIONS Lilly Dache will present her Spring millinery collection to the press. Presentation to out-of-town press at 5:30 P.M. Attendance strictly by invitation. (Showing originally scheduled for Jan. 6.) Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 13 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER Spring millinery fashion presentation. The semi-annual industry showing for buyers, retailers, and the fashion press. Reservations: Dinner and show, \$16.50 (including tax); Mezzanine show only, \$8.50 (including tax). Show at 8:30 P.M. For tickets, contact: Millinery Stab. Comm., 1450 Broadway, LO. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Wednesday Jan. 14 7:45 A.M. Breakfast	SEMI-ANNUAL PRESS BREAKFAST The Millinery Fashion Bureau is once again inviting out-of-town editors to this semi-annual breakfast. Strictly for the press and strictly by invitation. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY FASHION BUREAU	HOTEL COMMODORE WEST BALLROOM
Wednesday Jan. 14 12:00 Noon Luncheon	FASHION SHOWING FOR VISITING PRESS Paul Parnes will present his Spring and Summer collection to the out-of-town editors, and will follow showing with luncheon. Attendance by invitation only. Publ.: Gladys Steiner, Lester Harrison, Inc., MU. 3-1267.	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
Wednesday Jan. 14 4:00 P.M.	SHOWING OF DESIGNS PRINTED ON SILK Bronzini, Ltd. will present to the press a showing of Empire designs, handprinted on silk, especially for Bronzini, by Brooke Cadwallader. Robes, ties, handkerchiefs, jewelry, and other accessories for men make up the collection. Attendance by invitation only. Publicity: Carson-Ruff Assoc., MU. 2-2055.	BRONZINI, LTD.	15 EAST 53RD STREET 2ND FLOOR
Wednesday Jan. 14 4:00 P.M.- 5:30 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS Dorothy Gray will give a Leap Year party at which Laddie Northridge will present his Spring and Summer millinery collection to the out-of-town press. Showing promptly at 4:30 P.M. Attendance by invitation only. Laddie Northridge Publicity: Elizabeth Maher Assoc., EL. 5-4248. Dorothy Gray Publicity: Olga Fabian, WI. 2-6109.	LADDIE NORTHRIDGE; DOROTHY GRAY	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 14 4:30 P.M.- 6:00 P.M. Cocktails	COMBINED HAIR STYLES AND MILLINERY SHOW "Headed For Spring"--combined hair styles by Guro and millinery by Jeanne Tete will be presented at the Colony Restaurant. Attendance by invitation only. Publicity: Nona James, CO. 5-3440.	GURO; JEANNE TETE	COLONY RESTAURANT 667 MADISON AVENUE
Wednesday Jan. 14 7:30 P.M. Dinner	PRESENTATION OF FIFTH ANNUAL AWARD The 1947 presentation of the Fifth Annual Tobe Award for distinguished contribution to American Retailing will be made at 9:00 P.M. This award emphasizes the efforts of the retail field to fulfill social obligations to the community. By invitation. Contact: Beatrice Cannon, CH. 4-1219.	TOBE AND ASSOCIATES	ST. REGIS HOTEL ROOF
Thursday Jan. 15 8:00 A.M. Breakfast	PRESS SHOWING OF INTIMATE APPAREL The Embroidery Manufacturers' Association will present a showing to the out-of-town press of underwear and intimate apparel. Attendance strictly by invitation. Publicity: Dora Miller, International Fashions, LO. 3-4285.	EMBROIDERY MFRS. ASSOCIATION	LONGCHAMPS BROADWAY & 41ST ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 15 11:00 A.M. Buffet	ADVANCE SPRING MILLINERY SHOWING Walter Florell will present his advance Spring and early Summer millinery to the press. By invitation only. Publicity: Miss Jeanne, PL. 5-0806.	WALTER FLORELL	29 EAST 53RD STREET SALON
Thursday Jan. 15 12:00 Noon Luncheon	PRESS PREVIEW: ADVANCE SPRING COLLECTION Joseph Halpert will present his advance Spring collection to the visiting press at 12:00 noon. Buffet luncheon will follow at 12:30 P.M. Attendance strictly by invitation. Publicity: Viola Shefer, PL. 3-3173.	JOSEPH HALPERT	530 SEVENTH AVENUE SALON
Thursday Jan. 15 12:30 P.M. Luncheon	DUBARRY SUCCESS COURSE PRESS LUNCHEON Ann Delafield, director of the DuBarry Success Course, will invite local and out-of-town press to luncheon to introduce the new 1948 version of the DuBarry Success Course. By invitation only. Publicity: Olga Paracka, G. Lynn Sumner Co., PL. 3-8730.	RICHARD HUDNUT	WALDORF-ASTORIA WEDGWOOD ROOM
Thursday Jan. 15 12:30 P.M. Luncheon	BUDGET MILLINERY FASHION SHOW Presentation of Budget hats for Spring by the Millinery Stabilization Commission and Millinery Fashion Bureau. Luncheon tickets (including tax): \$15.00 Show at 1:30 P.M. (Exhibitors will be announced later.) For tickets, contact: Millinery Stabilization Commission, 1450 Broadway, LO. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Thursday Jan. 15 1:00 P.M. Luncheon	SPRING SUITS AT LUNCHEON SHOWING Russeks shows its new collection of suits for the first "bird-singing, cane-swinging" days of Spring. (Originally scheduled for Jan. 8). Press by invitation. Public by reservation. For reservations, contact: Miss Olsen, PL. 3-1740, Ext. 55. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Publ.: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Jan. 15 3:30 P.M.	WASHABLE CLOTHES FOR DAY AND SPORTS WEAR Annual show and party staged by Crown Soap 'n' Water Fabrics for manufacturers, press and retailers. This year's edition is entitled "What's New" and will feature washable clothes for day and sports wear. Showing at 4:00 P.M. Strictly by invitation. Arrangements and invitations: Renee Powers, Crown Soap 'n' Water Fabrics, CA. 6-3131. Production and Publicity: Peter McDonnell, Advertising House, Inc., MU. 8-0220.	CROWN SOAP 'N' WATER FABRICS	HOTEL PIERRE GRAND BALLROOM
Thursday Jan. 15 4:30 P.M. Cocktails	TRADE SHOWING OF NEW ACCESSORIES Buyers, merchandise managers, fashion coordinators of stores throughout the country will be invited to an accessories showing by Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs. Showing promptly at 5:00 P.M. Admission by card only. Publicity: Ann R. Silver Associates, MU. 7-8654.	ARIS; CORO; CRITERION; GLENTEX	HOTEL PLAZA GRAND BALLROOM
Thursday Jan. 15 4:45 P.M.	MALE-TESTED FASHION PARTY Cosmopolitan presents new fashions for active sports for male approval. Strictly by invitation. Out-of-town press invited. Show arrangement and publicity: Mrs. Kay Wister, Fashion Editor of Cosmopolitan, CO. 5-7300.	COSMOPOLITAN MAGAZINE	STORK CLUB MAIN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 15 5:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Walter Florell will have a cocktail party for the out-of-town fashion editors to present his new millinery collection. Showing at 5:30 P.M. Attendance by invitation only. Contact: Miss Jeanne, PL. 5-0806.	WALTER FLORELL	29 EAST 53RD STREET SALON
Thursday Jan. 15 7:00 P.M.- 9:00 P.M. Dinner	SHOWING OF FASHIONS FOR VISITING PRESS Dinner and showing for the out-of-town press of the Spring collection by William Bass. Attendance strictly by invitation. Contact: Laura Benham, WI. 2-3000.	WILLIAM BASS	PRINCE MATCHABELLI CROWN ROOM (711-5TH)
Jan. 15	MARCH OF DIMES CAMPAIGN (Jan. 15-Jan. 30).		
Friday Jan. 16 9:00 A.M. Breakfast	PREVIEW OF FASHIONS FOR VISITING PRESS Anna Miller will show her fashions to the out-of-town press during breakfast. Attendance by invitation. Publicity: Mildred Kaldor, MU. 4-5267.	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM
Friday Jan. 16 4:00 P.M.- 5:00 P.M.	BAG SHOWING FOR VISITING PRESS Advance Spring collection of bag originals will be presented by Josef (of Gold Seal Importers, Inc.) to the out-of-town editors. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (OF GOLD SEAL IMPORTERS, INC.)	30 EAST 33RD STREET 6TH FLOOR
Friday Jan. 16 4:30 P.M.- 7:00 P.M. Cocktails	COCKTAIL BUFFET FOR VISITING PRESS Dan River will invite the out-of-town and local press to an informal cocktail buffet in the North Lounge atop the RCA Building at 30 Rockefeller Plaza. Attendance by invitation only. Publicity: Christine Ecker, John A. Cairns & Co., OR. 4-5600.	DAN RIVER MILLS	NORTH LOUNGE ATOP RCA BUILDING
Saturday Jan. 17 9:30 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS Sally Victor will have her semi-annual fashion show and breakfast for the out-of-town press. Attendance strictly by invitation. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Saturday Jan. 17 11:00 A.M.	SHOWING FOR OUT- OF-TOWN EDITORS Philip Mangone will present his Spring collection to the visiting press, to be followed by luncheon. Attendance strictly by invitation. Publicity: Laura Benham, WI. 2-3000.	PHILIP MANGONE	500 SEVENTH AVENUE SHOWROOM
Saturday Jan. 17 12:00 Noon Luncheon	PREVIEW: ADVANCE SPRING AND SUMMER JEWELRY "Jewels by Trifari", advance Spring and Summer fashions in jewelry by Trifari, Krussman and Fishel will be presented to the out-of-town and local press during a buffet luncheon. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	TRIFARI, KRUSSMAN & FISHEL	377 FIFTH AVENUE SALON
Saturday Jan. 17 1:30 P.M. Cocktails	FASHION SHOWING FOR VISITING PRESS Monte-Sano and Pruzan will present their semi-annual fashion show and cocktail party for the out-of-town press. Attendance by invitation only. Contact: Vincent Monte-Sano, Jr., BR. 9-8663.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 19 4:00 P.M. Cocktails	PRESS PREVIEW: "SPRING INTO SUMMER" MILLINERY Cocktail showing for the local and out-of-town press of Emme's "Spring Into Summer" millinery collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	EMME	21 EAST 56TH STREET SALON
Monday Jan. 19 5:00 P.M.	FASHION PRESENTATION FOR VISITING EDITORS Presentation of Jane Derby's new Spring fashions to the out-of-town press. Attendance by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	JANE DERBY	785 FIFTH AVENUE SHOWROOM
Monday Jan. 19 5:00 P.M.- 7:00 P.M. Cocktails	"THE DRESSES YOU LOVE TO WEAR" Cocktails and a half-hour showing for the press of "The Dresses You Love To Wear" styled by Kay Dunhill. Attendance by invitation only. Publi- city: Frances Carter, Max Rogel Associates, Market 2-3788.	KAY DUNHILL	1350 BROADWAY SHOWROOM
Week Of Jan. 19	MARKET WEEK FOR BUDGET DRESSES The first Panorama Press and market week for popular priced dresses, with fashion shows at the Hotel Pierre. Style and price will be emphasized in the showings of sportswear, streetwear, junior, bridal, vacation, maternity, career, cocktail, and evening fashions. Attendance by in- vitation only. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	HOTEL PIERRE COTILLION ROOM
Tuesday Jan. 20 11:30 A.M. Brunch	PRESS PREVIEW: NEW BEAUTY PREPARATION Proctor and Gamble will present a new beauty preparation to the press at brunch. Attendance by invitation only. Publ.: Sheila Day, MU. 2-7527.	PROCTOR & GAMBLE	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday Jan. 20 4:00 P.M.- 7:00 P.M. Cocktails	FASHION SHOW AND COCKTAIL PARTY Presentation of new fashions designed by Helen Cookman. Showing promptly at 4:30 P.M., for one-half hour. Attendance by invitation only. Publicity: Goold & Tierney, Inc., MU. 6-0509.	REEVES BROS., INC.	ST. REGIS HOTEL ROOF
Tuesday Jan. 20 4:30 P.M.	SHOWING OF SCARFS TO VISITING PRESS Hand-painted scarfs and fabrics by Brooke Cadwallader will be shown to the out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BROOKE CADWALLADER	724 FIFTH AVENUE
Wednesday Jan. 21 12:30 P.M. Luncheon	SHOWING OF POPULAR PRICED FASHIONS Luncheon fashion show by the Popular Priced Dress Manufacturers Group of the N. Y. Dress Institute, presenting over 200 Spring and Summer costumes up to \$10.75 wholesale (\$17.00 retail). Lester Gaba will stage the show. Attendance by invitation only. For information, contact: LA. 4-0464.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 21 4:30 P.M. Cocktails	FASHION SHOW FOR VISITING PRESS Adler & Adler will present their Spring and Resort collection to the out-of-town press. By invitation only. Contact: Paul Adler, CH. 4-6630.	ADLER AND ADLER	550 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 22 8:45 A.M. Coffee, Brioche	PRESS PREVIEW: SHOES AND ACCESSORIES Showing of Frank Brothers' linen shoes and accessories. Coffee and brioche at 8:45 A.M. in the Studio, on the 6th floor. Showing promptly at 9:00 A.M. in the English Shop, on the 2nd floor. Attendance by invitation only. Publicity: Katherine Robinson, Dundes & Frank, LO. 3-1633.	FRANK BROTHERS	9 EAST 57TH STREET
Thursday Jan. 22 1:00 P.M. Luncheon	LUNCHEON SHOWING COLORS IN COIFFURES "Symphony In Colors"--luncheon presentation of the latest colors in coiffures by John Hall. Press by invitation. Public by reservation. For reservations, contact Miss Olsen, PL. 3-1740, Ext. 55. John Hall Publicity: Mary Alice Rice, CI. 6-1790. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	JOHN HALL	HOTEL PLAZA TERRACE ROOM
Beginning Monday Jan. 26	LONDON HAUTE COUTURE COLLECTIONS <u>Mon. Jan. 26:</u> Hardy Amies, Peter Russell <u>Tues. Jan. 27:</u> Angele Delanghe, Molyneux; <u>Wed. Jan. 28:</u> Worth, Norman Hartnell; <u>Thurs. Jan. 29:</u> Victor Stiebel (at Jacqmar), Digbymorton; <u>Fri. Jan. 30:</u> Bianca Mosca, Charles Creed. Admission by invitation only. Contact: Lilian Hyder, Incorporated Society of London Fashion Designers, 193 Regent St., London, W1.	INCORPORATED SOCIETY OF LONDON LONDON FASHION DESIGNERS ENGLAND	
Monday Jan. 26- Feb. 2	NATIONAL FUR CARE WEEK National Fur Care Week will be dramatized by a series of meetings and events planned to awaken women to the necessity of being considerate of their furs. By invitation. Contact: Ahbe Treu, LA. 4-6788.	HARRY JAY TREU, INC.	147 WEST 35TH STREET 18TH FLOOR
Tuesday Jan. 27 12:15 P.M. Luncheon	FOURTH ANNUAL FASHION SHOW Fourth annual "March of Dimes" Fashion Show, sponsored by the N.Y. Dress Institute. Showing at 1:00 P.M. Price \$25.00. Reservations open Dec. 27. Contact: Mrs. Schwab, BE. 3-0500. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday Feb. 2	FOGA TO SHOW SUMMER LINES February collections will be the only lines for the season, comprising, with the Spring and Fall, a permanent program of three seasons a year. Publicity: Leonard W. Gendler, Exec. Secy., CH. 4-6945. Mfrs. names will be listed next week.	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
Beginning Monday Feb. 2	OPENING OF SUMMER LINES These Summer showings are part of the Guild's seasonal alignment program, represented by 3 collections a year--Summer, in Feb.; Fall, in June; Resort and Spring, in Oct. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
Wednesday Feb. 4- Feb. 11	SCHEDULE OF PARIS COUTURE OPENINGS Couture showings in Paris are scheduled as follows: <u>Feb. 4:</u> Jean Desses Christian Dior, Lelong, Schiaparelli; <u>Feb. 5:</u> Balenciaga, Balmain, Mad Carpentier, Gres, Jacques Griffe, Lanvin, Patou; <u>Feb. 6:</u> Jacques Fath, Rochas; <u>Feb. 7:</u> Maggy Rouff; <u>Feb. 9:</u> Bruyere, Jacques Heim, Robert Piquet, Madeleine de Rauch; <u>Feb. 10:</u> Nina Ricci; <u>Feb. 11:</u> Worth; <u>Feb. 12:</u> Pierre Clarence.	CHAMBRE SYNDICALE DE LA COUTURE	PARIS, FRANCE

MUSIC...MOVIES...THEATRE

- Friday
Dec. 26-
Jan. 31 OPENING; "THE CRADLE WILL ROCK" MANSFIELD THEATRE, 47TH WEST OF B'WAY
Michael Myerberg presents the Marc Blitzstein opera starring Muriel Smith, Will Geer, Vivian Vance, Alfred Drake and Harold Patrick. This revival will be played without intermission in nine scenes. Conductor, opening performance: Leonard Bernstein. Director: Howard Da Silva. Publicity: Richard Maney, WI. 7-6939.
- Friday
Dec. 26 PREMIERE: "THE SENATOR WAS INDISCREET" (Movie) LOEW'S CRITERION, B'WAY & 45TH
Universal release of the Nunnally Johnson production based on the Collier's story by Edwin Lanhan, with William Powell, Ella Raines, Arleen Whelan, Ray Collins, Peter Lind Hayes. Director: George S. Kaufman. Settings: Russell A. Gausman and Ken Swartz. Costumes: Grace Houston. Publicity: Al Horwits, PL. 9-8000.
- Monday
Dec. 29-
Jan. 3 METROPOLITAN OPERA PRESENTATIONS, METROPOLITAN OPERA HOUSE, B'WAY & 39TH
Mon., Dec. 29: LUCIA DI LAMMERMOOR; Tues., Dec. 30: AIDA; Wed., Dec. 31: CAVALLERIA RUSTICANA, PAGLIACCI; Thurs., Jan. 1: MANON; Fri., Jan. 2: LA GIOCONDA; Sat., Jan. 3: (Mat.) TRISTAN UND ISOLDE; Sat., Jan. 3: (Eve.) LA BOHEME. Publicity: Margaret Carson, PE. 6-1200.
- Monday
Dec. 29 D'OYLY CARTE OPERA COMPANY CENTURY THEATRE, 7TH AVE. & 59TH ST.
The London D'Oyly Carte Opera Company will appear in a seven week engagement, presenting a new program of Gilbert & Sullivan, each week:
Dec. 29: THE MIKADO; Jan. 5: TRIAL BY JURY, THE PIRATES OF PENZANCE; Jan. 12: IOLANTHE; Jan. 19: COX AND BOX, H.M.S. PINAFORE; Jan. 26: THE GONDOLIERS; Feb. 2: THE YEOMEN OF THE GUARD; Feb. 9: PATIENCE.
With a company of 60. Orchestra direction: Isidore Godfrey. Costumes and scenery from London. Publicity: Leo Freeman, CH. 4-7250.
- Monday
Dec. 29 OPENING: "TOPAZE" MOROSCO THEATRE, 45TH WEST OF B'WAY
New Opera Company presentation of the Marcel Pagnol comedy about a French school teacher who finds that dishonesty pays, starring Oscar Karlweis, Clarence Derwent, Tilly Losch. Director: Leo Mittler. Settings: Oliver Smith. Costumes: Audrey. Publicity: James Proctor, VA. 6-5084.
- Sunday
Jan. 4 OPENING: "SKIPPER NEXT TO GOD" MAXINE ELLIOTT THEATRE, 44TH E. OF B'WAY
Second of Experimental Theatre series: Jan de Hartog's "Skipper Next to God" with an all-male cast: John Garfield, Joseph Anthony, Wolfe Barzell, Harry Irvine, Richard Coogan. Director: Lee Strasberg. Settings: Boria Aronson. Costumes: Paul du Pont. Publ.: Theron Bamberger, PE. 6-6;57.
- Thursday
Jan. 8 PREMIERE: "THE PARADINE CASE" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH
David O. Selznick production based on the Robert Hichen novel of love and a murder trial, with Gregory Peck, Ann Todd, Charles Laughton, Charles Coburn, Ethel Barrymore. Director: Alfred Hitchcock. Settings: Emile Kuri. Costumes: Travis Banton. Publicity: Irene Brennon, EL. 5-5323.
- Thursday
Jan. 8-
Jan. 18 OPENING: "VOLPONE" NEW YORK CITY CENTER, 131 WEST 55TH ST.
The first performance by The New York City Theatre Company will be the adventure-comedy of feudal Italy by Ben Jonson, starring Jose Ferrer and Richard Whorf. Director: Martin Ritt. Settings: Herbert Brodtkin. Costumes: Emaline C. Roach. Publicity: Marian Graham, MU. 8-3847.